

**San Francisco Municipal Transportation Agency
(SFMTA)
Travel Decisions Survey 2013**

Summary Report

Study Conducted and Reporting By
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Contents

Contents	2
Introduction	3
Key Findings	5
Findings	7
Mode Share	7
Trip Purpose	11
Trip Frequency	12
Mode Choice: Motivating Factors for Driving	13
Mode Choice: Preferred Alternate Mode	14
Usage of New Modes: Transportation Network Company (TNC), Bike Share, Car Share	15
Demographics	16
Home Location	17
Appendices	18
Appendix A: Survey Instrument	
Appendix B: SF-CHAMP Daily Trip Estimates	

Introduction

On behalf of San Francisco Municipal Transportation Agency (SFMTA), Corey, Canapary & Galanis (CC&G) undertook a Travel Decision Survey within the City and County of San Francisco as well as the eight surrounding Bay Area counties of Alameda, Contra Costa, San Mateo, Marin, Santa Clara, Napa, Sonoma and Solano.

The primary goals of this study were to:

- Assess percent mode share for travel in San Francisco for evaluation of the SFMTA Strategic Objective 2.3: Mode Share target of 50% non-private auto travel by FY2018 with a 95% confidence level and MOE +/- 5% or less.
- Evaluate the above statement based on the following parameters: number of trips to, from, and within San Francisco by Bay Area residents. Trips by visitors to the Bay Area and for commercial purposes are not included.
- Provide additional trip details, including trip purpose for each trip in the mode share question series.
- Collect demographic data on the population of Bay Area residents who travel to, from, and within San Francisco.
- Collect data on travel behavior and opinions that support other SFMTA strategy and project evaluation needs.

The survey was conducted as a telephone study among 764 Bay Area residents aged 18 and older. Telephone surveying was conducted during April 2014 – May 2014. Interviewing was conducted in English, Spanish, and Cantonese. Surveying was conducted via random digit dial (RDD) and cell phone sample.

Interviews were conducted every day except Saturday. All respondents who didn't answer the initial call were contacted again. Return calls were made during different days and times to give each potential respondent the best opportunity to participate.

Sampling was designed to include about half of interviews with San Francisco residents, and about half of interviews with residents of other Bay Area counties (e.g. non-San Francisco). The methodology of capturing trip details differed slightly for the two populations. Out-of-town visitors, "through trips" (with no stops in San Francisco), and commercial trips were not included in this travel decision survey.

For San Francisco residents, mode share was determined by asking respondents for two full days of trip information. Respondents were then asked the specific mode (e.g. car, walk, bicycle, etc.) for each trip taken. This survey design allows capture of detailed mode information for all trips taken by each respondent over a two day period.

Other Bay Area residents were asked about two days of travel into San Francisco from the prior 30 days; these trips needed to vary by travel mode or trip purpose, and respondents reported the number of times they had travel days like those in the prior 30 days.

Not all totals will add to 100% due to rounding. In portions of this report, a dash (-) is used to indicate no respondents answered with the response code listed. The margin of error at the 95% confidence level is +/-3.5% in the total sample (n = 764). For other sample sizes, the margin of error is as follows:

- n = 382. Margin of error = +/- 4.97%
- n = 100. Margin of error = +/- 9.80%

Key Findings

General

- San Francisco residents take an average of 3 trips within the City on a typical day.
- Work is the most likely reason for residents of adjacent counties to come into San Francisco.
- Over half of trips taken in by both San Francisco and non-San Francisco residents are by modes other than driving alone (e.g. walk, transit, bicycle, carpool, etc.)

Mode Share

Mode share was determined by collecting trip level information for all respondents. Respondents were asked the specific type of transportation (“mode”) used for each trip taken (e.g. car, walk, bicycle, etc.). Mode share percentages are based off the total number of trips (n = 10,564) for all respondents.

Estimated Mode Share in San Francisco[^]

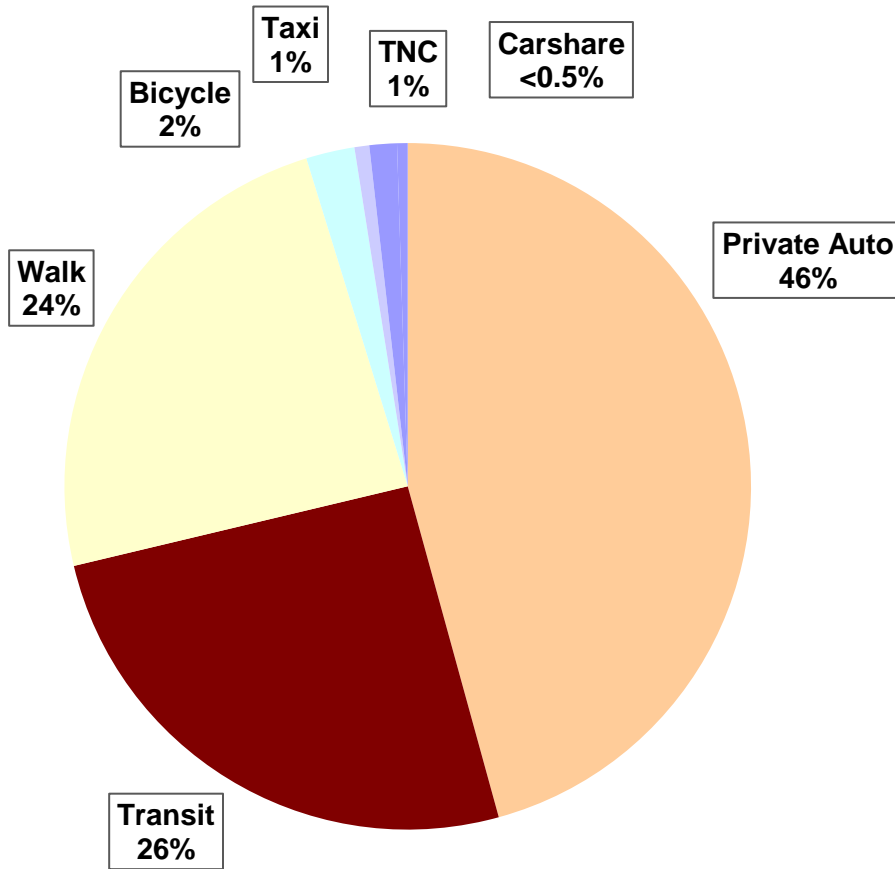
Travel Decision Survey 2013*	
Private Auto	46%
Non-Private Auto	54%
Transit	26%
Walk	24%
Bicycle	2%
Taxi	1%
TNC	1%
Carshare	<0.5%
Total Daily Trips**	3,951,348
Projections based on Total Daily Trips and Travel Decision Survey 2013** (Total Daily Trips x % for each mode)	
Private Auto	1,823,840
Non-Private Auto	2,127,508
Transit	1,021,783
Walk	943,595
Bicycle	77,814
Taxi	27,141
TNC	52,215
Carshare	4,341

* Source: SFMTA Travel Decision Survey 2013. Includes both SF residents and residents of other Bay Area counties

** Source: SF-CHAMP Year 2012-CHAMP 5.0 run for TIMMA TIPS Trip figures increased for annual population growth estimates from the U.S. Census

Note: Private Auto includes: drove alone, carpool driver, and carpool passenger. Transit includes: public and private transit. Percentages above prorated to remove don't know responses.

Estimated Mode Share in San Francisco



Note: Prorated to remove “Don’t Know” answers

Findings

Mode Share

Auto trips represent over four in ten (46%) trips in San Francisco. Walking accounts for about one-quarter (24%) of trips and transit one-quarter (26%) of trips.

Overall (Trips represented)*	Total [^] (10,564)
Private Auto	46%
<i>Drove alone</i>	30%
<i>Drive with others</i>	16%
Non-Private Auto	54%
Walk	24%
Transit	26%
<i>Public</i>	25%
<i>Private (Corporate bus, Campus Shuttle, etc)</i>	<0.5%
Bicycle	2%
Taxi or TNC	2%
<i>Taxi</i>	1%
<i>TNC</i>	1%
Carshare	<0.5%
Don't know	1%

[^] Data combined by assuming that among trips taken in San Francisco: 76% are trips by San Francisco residents and 24% are trips by residents of other Bay Area counties. Source for 76%/24% split is SF-CHAMP Year 2012-CHAMP 5.0 run for TIMMA TIPS. See appendix for details.

* The survey recorded the number of trips taken over the previous two day period for San Francisco residents, and the trips taken over the previous 30 day period for non-SF residents. In total, 2,272 trips were taken by SF respondents over the previous two day period; 8,292 trips were taken by non-SF residents over the previous 30 day period. The percentages above are based on the purpose (given by respondents) for these trips.

Area (Trips represented)*	SF (2,272)	Non-SF (8,292)
Private Auto	43%	56%
<i>Drove alone</i>	28%	36%
<i>Drive with others</i>	14%	20%
Non-Private Auto	57%	44%
Walk	28%	12%
Transit	24%	31%
<i>Public</i>	24%	31%
<i>Private (Corporate bus, Campus Shuttle, etc.)</i>	<0.5%	<0.5%
Bicycle	3%	<0.5%
Taxi or TNC	2%	1%
<i>Taxi</i>	1%	<0.5%
<i>TNC</i>	2%	1%
Carshare	<0.5%	<0.5%
Don't know	1%	<0.5%

Gender (Trips represented)*	Male [^] (6,313)	Female [^] (4,252)
Private Auto	43%	47%
<i>Drove alone</i>	29%	31%
<i>Drive with others</i>	15%	16%
Non-Private Auto	56%	53%
Walk	24%	24%
Transit	27%	25%
<i>Public</i>	27%	24%
<i>Private (Corporate bus, Campus Shuttle, etc.)</i>	<0.5%	1%
Bicycle	2%	2%
Taxi or TNC	3%	2%
<i>Taxi</i>	1%	<0.5%
<i>TNC</i>	1%	1%
Carshare	<0.5%	<0.5%
Don't know	2%	1%

[^] Data combined by assuming that among trips taken in San Francisco: 76% are trips by San Francisco residents and 24% are trips by residents of other Bay Area counties. Source for 76%/24% split is SF-CHAMP Year 2012-CHAMP 5.0 run for TIMMA TIPS. See appendix for details.

* The survey recorded the number of trips taken over the previous two day period for San Francisco residents, and the trips taken over the previous 30 day period for non-SF residents.

In total, 2,272 trips were taken by SF respondents over the previous two day period; 8,292 trips were taken by non-SF residents over the previous 30 day period. The percentages above are based on the purpose (given by respondents) for these trips.

Age (Trips represented)*	18-35^ (4,221)	36-55^ (4,143)	55+^ (1,988)
Private Auto	37%	52%	47%
<i>Drove alone</i>	27%	31%	32%
<i>Drove with others</i>	10%	21%	15%
Non - Private Auto	61%	47%	52%
Walk	26%	21%	26%
Transit	31%	22%	24%
<i>Public</i>	30%	22%	23%
<i>Private (Corporate bus, Campus Shuttle, etc)</i>	<0.5%	<0.5%	1%
Bicycle	1%	3%	2%
Taxi or TNC	3%	2%	1%
<i>Taxi</i>	<0.5%	1%	1%
<i>TNC</i>	3%	1%	<0.5%
Carshare	<0.5%	<0.5%	<0.5%
Don't know	2%	1%	1%

Trips By Income (Trips represented)*	Less than \$71K^ (3,986)	\$71K & over^ (5,051)	Refused^ (1,527)
Private Auto	42%	47%	51%
<i>Drove alone</i>	26%	33%	34%
<i>Drove with others</i>	17%	15%	18%
Non - Private Auto	57%	51%	48%
Walk	22%	27%	20%
Transit	32%	20%	23%
<i>Public</i>	31%	20%	23%
<i>Private (Corporate bus, Campus Shuttle, etc)</i>	1%	<0.5%	-
Bicycle	2%	2%	2%
Taxi or TNC	2%	3%	3%
<i>Taxi</i>	1%	1%	1%
<i>TNC</i>	<0.5%	2%	2%
Carshare	<0.5%	<0.5%	<0.5%
Don't know	1%	2%	1%

^ Data combined by assuming that among trips taken in San Francisco: 76% are trips by San Francisco residents and 24% are trips by residents of other Bay Area counties. Source for 76%/24% split is SF-CHAMP Year 2012-CHAMP 5.0 run

for TIMMA TIPS. See appendix for details.

* The survey recorded the number of trips taken over the previous two day period for San Francisco residents, and the trips taken over the previous 30 day period for non-SF residents. In total, 2,272 trips were taken by SF respondents over the previous two day period; 8,292 trips were taken by non-SF residents over the previous 30 day period. The percentages above are based on the purpose (given by respondents) for these trips.

Trip Purpose

Over the past thirty days, about 29% of trips by other Bay Area County residents into the City were for work, one in five (20%) for lunch/social/entertainment/recreation, and 8% for shopping or errands.

Over the past two days, over a third (38%) of San Francisco residents' trips were for going home (38%), and were nearly as likely to be for shopping or errands (20%), lunch/social/entertainment/recreation (19%), or work (17%).

(Trips represented)*	SF (2,272)	Non-SF (8,292)
Work	17%	29%
School	3%	3%
Shopping/Errands	20%	8%
Lunch/Social/Entertainment/Recreation	19%	20%
Home	38%	35%
Other (specify)	1%	1%
Don't know/Unspecified	1%	4%

* The survey recorded the number of trips taken over the previous two day period for San Francisco residents, and the trips taken over the previous 30 day period for non-SF residents. In total, 2,272 trips were taken by SF respondents over the previous two day period; 8,292 trips were taken by non-SF residents over the previous 30 day period. The percentages above are based on the purpose (given by respondents) for these trips.

Trip Frequency

For this survey, a ‘trip’ was defined as travel from one point to another – in other words, someone going to work and coming home at the end of the day would have made 2 trips – one from home to work, and a second from work to home.

Among residents of other Bay Area Counties, respondents made an average of 22 trips to, from, or within the City in the past 30 days.

With this definition, the average San Francisco resident made about 3 trips per day (6 trips over the two-day period).

San Francisco Residents (Trips Taken Within the Last Two Days)

	SF
(Individuals represented – all respondents)	(382)
No trips taken in last 2 days	4%
1 trip	2%
2 trips	10%
3 trips	5%
4 trips	22%
5 trips	8%
6 trips	12%
7 trips	7%
8-10 trips	18%
11 or more trips	12%
Average number of trips in the last two days	6

Non – San Francisco Residents (Trips Taken In the Last Thirty Days)

	Non-SF
(Individuals represented – all respondents)	(382)
1 – 3 trips	18%
4-5 trips	16%
6-10 trips	24%
11-30 trips	19%
30-60 trips	16%
More than 60 trips	8%
Average number of trips in the last 30 days	22

Mode Choice: Motivating Factors for Driving

20. If <drove> (on any trip): why did you choose to drive instead of bike, walk, or take transit?

When respondents who drove on any of their trips were asked to agree or disagree with potential motivating factors for driving, nearly all (93%) agreed that driving was the most convenient. Eight in ten (80%) agreed that biking and walking take too long or are not possible. Nearly three-quarters (74%) agreed that transit is inconvenient, 71% said they needed access to a car, and 60% felt their car was more comfortable than other options.

About three in ten of these respondents agreed they didn't feel safe using other modes (29%) or that using a car was more cost effective (26%). Finally, 14% reported that they didn't know how to bike or take transit.

% answering "Yes"

	Total (445)	SF (185)	Non- SF (260)
(Individuals represented - drove at least one trip)			
Driving is most convenient (parking is free/cheap/close, it is the fastest, need to make multiple stops, travel with others)	93%	93%	93%
Biking and walking take too long or are not possible	80%	77%	81%
Transit is inconvenient (i.e. does not come often enough, does not operate when I need it, too far from home/destination, takes too long)	74%	72%	76%
Need access to a car (Need access to car for work, my schedule is unpredictable or requires flexibility, need to transport something)	71%	67%	74%
Comfort (I don't feel comfortable walking, biking, or taking transit; personal preference)	60%	61%	59%
Safety/Personal security (I don't feel safe walking, biking, or taking transit)	29%	28%	30%
Cost (already paying for car, need to cover cost of multiple travelers)	26%	27%	25%
Don't know how to bike or take transit	14%	15%	13%

Mode Choice: Preferred Alternate Mode

21. If you did not <Mode of trip 1> on your first trip, what would you have done otherwise?

Respondents were asked to report what transportation mode they would take if the mode they used for their first trip of the day was unavailable.

For people who drove using a private vehicle (either alone or in carpool), over 50% reported their second choice would be by a mode of transportation not utilizing a private vehicle (either carshare, transit, taxi, biking, walking, or other). Fourteen percent would not take the trip. Nearly 30% would continue to travel by private vehicle.

For people traveling by non-private auto modes, 44% would shift to private vehicles modes; 46% would continue to use non-private vehicle modes, and 9% of people reported they would not take the trip.

	Alternate Mode: Private Auto	Alternate Mode: Non-Private Auto	Alternate Mode: Would not have taken trip	Alternate Mode: Don't know/ Don't remember
Initial Mode	%	%	%	%
Private Auto	29	56	14	1
Non Private Auto	44	46	9	1

Usage of New Modes: Transportation Network Company (TNC), Bike Share, Car Share

22. Have you tried any of these new travel options? If yes, how often do you use them?

TNC's are the most used of the new travel options with 13% of respondents overall and 19% of San Francisco residents saying they use it at least monthly.

Of the other new transit options, 15% percent of San Francisco residents have tried Carshare, compared to 7% of other Bay Area residents who travel in San Francisco. Finally, 3% of Bay Area residents who travel in San Francisco have tried Bay Area Bike Share compared to 2% of San Francisco residents.

1. TNC (Lyft, Sidecar, or Uber)

	Total	SF	Non-SF
Never tried	77%	69%	85%
Daily	1%	1%	<0.5%
Weekly	6%	9%	2%
Monthly	6%	9%	4%
Rarely	7%	9%	6%
I've tried it, but I do not use it	3%	3%	4%

2. Bay Area Bike Share

	Total	SF	Non-SF
Never tried	97%	98%	97%
Daily	<0.5%	<0.5%	1%
Weekly	<0.5%	<0.5%	-
Monthly	<0.5%	<0.5%	1%
Rarely	1%	1%	1%
I've tried it, but I do not use it	1%	1%	2%

3. Car share such as CityCarShare, Zipcar or RelayRides

	Total	SF	Non-SF
Never tried	89%	85%	93%
Daily	<0.5%	-	<0.5%
Weekly	1%	1%	<0.5%
Monthly	2%	2%	1%
Rarely	5%	8%	2%
I've tried it, but I do not use it	3%	4%	3%

Demographics

Age (percent of total respondents)

Base (All Respondents)	Total 764	SF 382	Non-SF 382
18 to 35 years old	33%	35%	30%
36 to 55 years old	37%	35%	39%
56 years or older	29%	29%	29%
Refused	2%	1%	2%

Annual Household Income (percent of total respondents)

Base (All Respondents)	Total 764	SF 382	Non-SF 382
\$30K or less /year	19%	24%	14%
\$31k to \$70k /year	22%	25%	19%
\$71k to \$100k /year	15%	14%	16%
Over \$100k /year	30%	25%	35%
Refused	14%	12%	16%

Gender (percent of total respondents)

Base (All Respondents)	Total 764	SF 382	Non-SF 382
Male	48%	44%	51%
Female	52%	56%	49%

Race or Ethnic Identification (percent of total respondents)

Base (All Respondents)	Total 764	SF 382	Non-SF 382
African American	6%	5%	7%
Asian	19%	22%	15%
Caucasian	54%	51%	57%
Hispanic	15%	16%	14%
Native American	2%	1%	4%
Pacific Islander	1%	1%	1%
Mixed (Unspecified)	1%	1%	1%
Refused	7%	7%	7%

Language of survey (percent of total respondents)

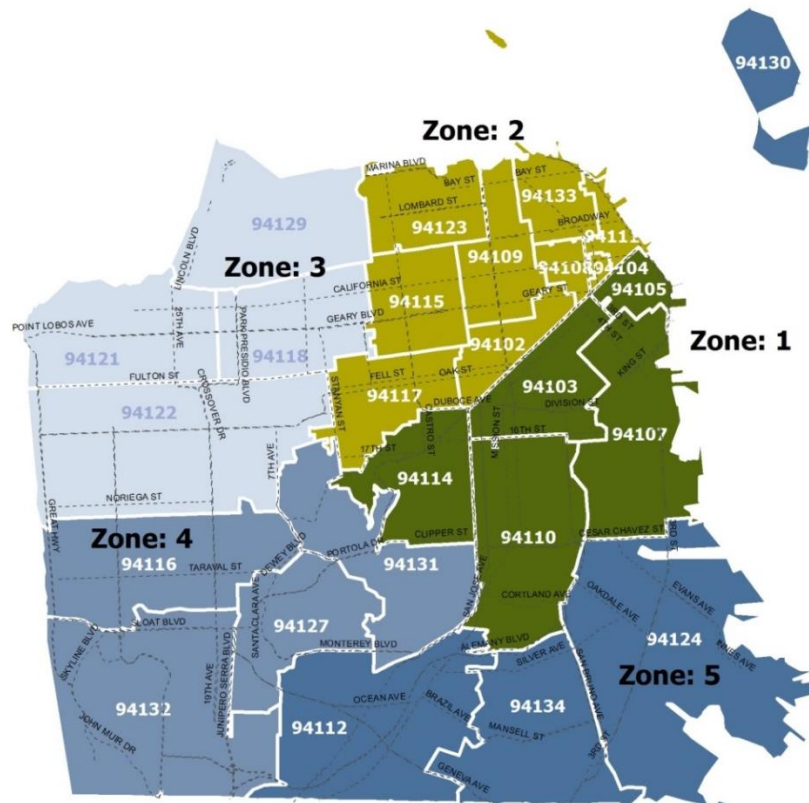
Base (All Respondents)	Total 764	SF 382	Non-SF 382
English	92%	85%	98%
Spanish	3%	4%	2%
Cantonese	5%	11%	<0.5%

Home Location

The following table shows the percentage of responses from each geographical segment of the sample. In order to allow for analysis of mode share among various parts of the City, San Francisco was divided into zones based on proximity to downtown, travel behavior, and geography using US Postal Service zip codes.

	Total	SF	Non-SF
San Francisco	50%		
San Francisco – Zone 1		10%	-
San Francisco – Zone 2		15%	-
San Francisco – Zone 3		9%	-
San Francisco – Zone 4		8%	-
San Francisco – Zone 5		8%	-
Other Bay Area Counties	50%		
Counties adjacent to SF or very large: Alameda, Contra Costa, Santa Clara, San Mateo		-	40%
Marin, Napa, and Sonoma counties		-	10%

San Francisco Zone Map



Appendices

Appendix A: Survey Instrument

Appendix B: SF-CHAMP Daily Trip Estimates

Appendix A: Survey Instrument

SFMTA Travel Decision Survey 2013

Questionnaire

INTRO. This is _____ with Corey Research calling on behalf of the City of San Francisco. We are conducting an important survey to help improve transportation planning.

1. Are you a Bay Area resident?

Code	Response
1	Yes
2	No (Thank and terminate)

2. In which Bay Area county do you live?

Code	Response
1	Alameda
2	Contra Costa
3	Marin
4	Napa
5	San Mateo
6	Santa Clara
7	Solano
8	Sonoma
9	San Francisco (Skip to Q4)
0	Do not live in Bay Area (Thank and terminate)

3. Have you gone into San Francisco within the past month (30 days)?

Code	Response
1	Yes (Skip to Q6)
2	No (Thank and terminate)

SAN FRANCISCO RESIDENTS

4. Think now about the places you've gone outside of your home **yesterday**.

> First, we'd like to know the total number of trips you took.

> Include any type of trip, such as walking to lunch, biking to the grocery, etc. and count each leg of a round trip as a separate trip.

(Ask Q4 and Q5, then skip to Demographics)

How many trips did you take yesterday (day)? Total trips taken _____

Trip A:

What was the purpose of your first trip?

Code	Response
1	Work
2	School
3	Shopping/Errands
4	Out to Eat/Social/ Entertainment/Recreation
5	Home
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1.	Drove alone*
2.	Drove with others*
3.	Drove car share
4.	Passenger in a car, carpool, or vanpool
5.	Uber, Lyft, Sidecar, or similar
6.	Regular taxi
7.	Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
8.	Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Leap, and RidePal)
9.	Bicycle
10.	Walk
11.	Scooter/Motorcycle
12.	Other (specify)
13.	Don't know/don't remember

*Note: If you drove, specify if you drove alone or with others, if you took carshare, and if you were a passenger.
(programmer note: repeat instruction for subsequent questions)

Trip B:

What was the purpose of the next trip?

Code	Response
1	Work
2	School
3	Shopping/Errands
4	Out to Eat/Social/ Entertainment/Recreation
5	Home
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1.	Drove alone*
2.	Drove with others*
3.	Drove car share
4.	Passenger in a car, carpool, or vanpool
5.	Uber, Lyft, Sidecar, or similar
6.	Regular taxi
7.	Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
8.	Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Leap, and RidePal)
9.	Bicycle
10.	Walk
11.	Scooter/Motorcycle
12.	Other (specify)
13.	Don't know/don't remember

Trip C:

What was the purpose of the next trip?

Code	Response
1	Work
2	School
3	Shopping/Errands
4	Out to Eat/Social/ Entertainment/Recreation
5	Home
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1.	Drove alone*
2.	Drove with others*
3.	Drove car share
4.	Passenger in a car, carpool, or vanpool
5.	Uber, Lyft, Sidecar, or similar
6.	Regular taxi
7.	Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
8.	Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Leap, and RidePal)
9.	Bicycle
10.	Walk
11.	Scooter/Motorcycle
12.	Other (specify)
13.	Don't know/don't remember

Trip D:

What was the purpose of the next trip?

Code	Response
1	Work
2	School
3	Shopping/Errands
4	Out to Eat/Social/ Entertainment/Recreation
5	Home
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1.	Drove alone*
2.	Drove with others*
3.	Drove car share
4.	Passenger in a car, carpool, or vanpool
5.	Uber, Lyft, Sidecar, or similar
6.	Regular taxi
7.	Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
8.	Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Leap, and RidePal)
9.	Bicycle
10.	Walk
11.	Scooter/Motorcycle
12.	Other (specify)
13.	Don't know/don't remember

5. How many trips did you take two days ago? (day)

Total trips taken _____

(If "0" for both Q4 and Q5, ask why is that?, then skip to Q22)

Trip A: What was the purpose of your first trip?

Code	Response
1	Work
2	School
3	Shopping/Errands
4	Out to Eat/Social/ Entertainment/Recreation
5	Home
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1.	Drove alone*
2.	Drove with others*
3.	Drove car share
4.	Passenger in a car, carpool, or vanpool
5.	Uber, Lyft, Sidecar, or similar
6.	Regular taxi
7.	Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
8.	Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Leap, and RidePal)
9.	Bicycle
10.	Walk
11.	Scooter/Motorcycle
12.	Other (specify)
13.	Don't know/don't remember

Trip B: What was the purpose of your next trip?

Code	Response
1	Work
2	School
3	Shopping/Errands
4	Out to Eat/Social/ Entertainment/Recreation
5	Home
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1.	Drove alone*
2.	Drove with others*
3.	Drove car share
4.	Passenger in a car, carpool, or vanpool
5.	Uber, Lyft, Sidecar, or similar
6.	Regular taxi
7.	Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
8.	Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Leap, and RidePal)
9.	Bicycle
10.	Walk
11.	Scooter/Motorcycle
12.	Other (specify)
13.	Don't know/don't remember

Trip C:

What was the purpose of your next trip?

Code	Response
1	Work
2	School
3	Shopping/Errands
4	Out to Eat/Social/ Entertainment/Recreation
5	Home
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1.	Drove alone*
2.	Drove with others*
3.	Drove car share
4.	Passenger in a car, carpool, or vanpool
5.	Uber, Lyft, Sidecar, or similar
6.	Regular taxi
7.	Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
8.	Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Leap, and RidePal)
9.	Bicycle
10.	Walk
11.	Scooter/Motorcycle
12.	Other (specify)
13.	Don't know/don't remember

Trip D: What was the purpose of your next trip?

Code	Response
1	Work
2	School
3	Shopping/Errands
4	Out to Eat/Social/ Entertainment/Recreation
5	Home
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1.	Drove alone*
2.	Drove with others*
3.	Drove car share
4.	Passenger in a car, carpool, or vanpool
5.	Uber, Lyft, Sidecar, or similar
6.	Regular taxi
7.	Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
8.	Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Leap, and RidePal)
9.	Bicycle
10.	Walk
11.	Scooter/Motorcycle
12.	Other (specify)
13.	Don't know/don't remember

Note: Only 4 trips shown per day above. CATI program will allow for up to 8 trips per day.

BAY AREA RESIDENTS (Not San Francisco)

6. Over the past 30 days, about how many total days have you gone into San Francisco?

Write in #: _____ days

7. Thinking about your most recent trip into San Francisco, can you please describe the purpose of your first stop in the City - for example work, shopping, entertainment - and how you got there

Trip A:

What was the purpose of your first trip?

Code	Response
1	Work
2	School
3	Shopping/Errands
4	Out to Eat/Social/ Entertainment/Recreation
5	Home
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1.	Drove alone*
2.	Drove with others*
3.	Drove car share
4.	Passenger in a car, carpool, or vanpool
5.	Uber, Lyft, Sidecar, or similar
6.	Regular taxi
7.	Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
8.	Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Leap, and RidePal)
9.	Bicycle
10.	Walk
11.	Scooter/Motorcycle
12.	Other (specify)
13.	Don't know/don't remember

8. Did you leave San Francisco using the same mode (e.g. car, etc.) of transportation?

Code	Response
1	Yes (Skip to Q10)
2	No
3	Stayed overnight in San Francisco (Skip to Q10)

9. How did you leave San Francisco and what was the purpose of that trip? (Read list if necessary)

How did you make that trip?

Code	Response
1.	Drove alone*
2.	Drove with others*
3.	Drove car share
4.	Passenger in a car, carpool, or vanpool
5.	Uber, Lyft, Sidecar, or similar
6.	Regular taxi
7.	Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
8.	Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Leap, and RidePal)
9.	Bicycle
10.	Walk
11.	Scooter/Motorcycle
12.	Other (specify)
13.	Don't know/don't remember

What was the purpose?

Code	Response
1	Work
2	School
3	Shopping/Errands
4	Out to Eat/Social/ Entertainment/Recreation
5	Home
6	Other (specify)
7	Don't know/Don't remember

10. Did you go to any other destinations while you were in the City that day?

(This should include any type of destination, such as going: out to Out to Eat, errands, etc.)

Code	Response
1	Yes
2	No (Skip to Q12)

11. How many additional destinations within San Francisco did you go to on that day?

Total additional destinations _____

11a. For each additional destination within San Francisco, what was the purpose and how did you make that trip – for example: car, walking, bicycle, transit or some other way.

Trip B: What was the purpose of your first trip?

Code	Response
1	Work
2	School
3	Shopping/Errands
4	Out to Eat/Social/ Entertainment/Recreation
5	Home
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1.	Drove alone*
2.	Drove with others*
3.	Drove car share
4.	Passenger in a car, carpool, or vanpool
5.	Uber, Lyft, Sidecar, or similar
6.	Regular taxi
7.	Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
8.	Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Leap, and RidePal)
9.	Bicycle
10.	Walk
11.	Scooter/Motorcycle
12.	Other (specify)
13.	Don't know/don't remember

Trip C:

What was the purpose of your next trip?

Code	Response
1	Work
2	School
3	Shopping/Errands
4	Out to Eat/Social/ Entertainment/Recreation
5	Home
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1.	Drove alone*
2.	Drove with others*
3.	Drove car share
4.	Passenger in a car, carpool, or vanpool
5.	Uber, Lyft, Sidecar, or similar
6.	Regular taxi
7.	Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
8.	Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Leap, and RidePal)
9.	Bicycle
10.	Walk
11.	Scooter/Motorcycle
12.	Other (specify)
13.	Don't know/don't remember

Notes:

> CATI program will allow for up to 8 trips per day. > Total number of trips will be calculated by CATI program.

12. Over the past 30 days, about how many days have you made this same kind of trip into San Francisco?

Write in #: _____ days

13. Think now about any different types of trips that you've taken into San Francisco. This would include using a different mode of transportation or going into the City for a different reason. Have you taken any different type of trips into San Francisco in the past 30 days?

Code	Response
1	Yes
2	No (Skip to Demographics)

^ If necessary, different types of trips would include trips for a different main purpose or using a different mode than the one previously described.

14. Please describe your first stop in the City and how you got there for this "different type of trip" that you took most recently...

Trip A: What was the purpose?

Code	Response
1	Work
2	School
3	Shopping/Errands
4	Out to Eat/Social/ Entertainment/Recreation
5	Home
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1.	Drove alone*
2.	Drove with others*
3.	Drove car share
4.	Passenger in a car, carpool, or vanpool
5.	Uber, Lyft, Sidecar, or similar
6.	Regular taxi
7.	Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
8.	Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Leap, and RidePal)
9.	Bicycle
10.	Walk
11.	Scooter/Motorcycle
12.	Other (specify)
13.	Don't know/don't remember

15. Did you leave San Francisco using the same mode (e.g. car, etc.)?

Code	Response
1	Yes (Skip to Q17)
2	No
3	Stayed overnight in San Francisco (Skip to Q17)

16. How did you leave San Francisco? (Read list if necessary)

Trip B: What was the purpose?

Code	Response
1	Work
2	School
3	Shopping/Errands
4	Out to Eat/Social/ Entertainment/Recreation
5	Home
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1.	Drove alone*
2.	Drove with others*
3.	Drove car share
4.	Passenger in a car, carpool, or vanpool
5.	Uber, Lyft, Sidecar, or similar
6.	Regular taxi
7.	Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
8.	Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Leap, and RidePal)
9.	Bicycle
10.	Walk
11.	Scooter/Motorcycle
12.	Other (specify)
13.	Don't know/don't remember

17. Did you go to any other destinations while you were in the City that day?

(Note: this should include any type of trip, such as going: out to lunch, errands, etc.)

Code	Response
1	Yes
2	No (Skip to Q19)

18. How many additional destinations within San Francisco did you go to on that day?

Total additional destinations _____

18a. For each additional destination, what was the purpose and how did you make that trip – for example: car, walking, bicycle, transit or some other way.

Trip C: What was the purpose?

Code	Response
1	Work
2	School
3	Shopping/Errands
4	Out to Eat/Social/ Entertainment/Recreation
5	Home
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1.	Drove alone*
2.	Drove with others*
3.	Drove car share
4.	Passenger in a car, carpool, or vanpool
5.	Uber, Lyft, Sidecar, or similar
6.	Regular taxi
7.	Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
8.	Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Leap, and RidePal)
9.	Bicycle
10.	Walk
11.	Scooter/Motorcycle
12.	Other (specify)
13.	Don't know/don't remember

Trip D: What was the purpose?

Code	Response
1	Work
2	School
3	Shopping/Errands
4	Out to Eat/Social/ Entertainment/Recreation
5	Home
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1.	Drove alone*
2.	Drove with others*
3.	Drove car share
4.	Passenger in a car, carpool, or vanpool
5.	Uber, Lyft, Sidecar, or similar
6.	Regular taxi
7.	Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
8.	Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Leap, and RidePal)
9.	Bicycle
10.	Walk
11.	Scooter/Motorcycle
12.	Other (specify)
13.	Don't know/don't remember

19. Over the past 30 days, about how many days have you made that same kind of trip into San Francisco?

Write in #: _____ days

(Skip Q20 if did not drive on any trip)

20. If <drove> (on any trip): why did you choose to drive instead of bike, walk, or take transit? (Answer yes or no for each. Randomize)) [surveyor reads short answer for all and reads descriptions if asked]

Code	Response
1	Driving is most convenient (parking is free/cheap/close, it is the fastest, need to make multiple stops, travel with others)
2	Transit is inconvenient (ie does not come often enough, does not operate when I need it, too far from home/destination, takes too long)
3	Biking and walking take too long or are not possible
4	Need access to a car (Need access to car for work, my schedule is unpredictable or requires flexibility, need to transport something)
5	Cost (already paying for car, need to cover cost of multiple travelers)
6	Safety/Personal security (I don't feel safe walking, biking, or taking transit)
7	Comfort (I don't feel comfortable walking, biking, or taking transit; personal preference)
8	Don't know how to bike or take transit

21. If you did not <Mode of trip 1> on your first trip, what would you have done otherwise? [Surveyor asks open ended, reads from list is asked]

Code	Response
1	Drove my vehicle alone
2	Drove my vehicle with others
3	Drove car share
4	Passenger in a car, carpool, or vanpool
5	Uber, Lyft, Sidecar, or similar Transportation Network Company
6	Regular taxi
7	Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc)
8	Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal)
9	Bicycle
10	Walk
11	Scooter/Motorcycle
12	Not taken trip
13	Other (specify)
14	Not applicable / would only have used original mode
15	Don't know/don't remember

22. Have you tried any of these new travel options? If yes, how often do you use them?

1. Lyft, Sidecar, or Uber

Code	Response
a.	Never tried
b.	Daily
c.	Weekly
d.	Monthly
e.	Rarely
f.	I've tried it, but I do not use it

2. Bay Area Bike Share

Code	Response
a.	Never tried
b.	Daily
c.	Weekly
d.	Monthly
e.	Rarely
f.	I've tried it, but I do not use it

3. Car share such as CityCarShare, Zipcar or RelayRides

Code	Response
a.	Never tried
b.	Daily
c.	Weekly
d.	Monthly
e.	Rarely
f.	I've tried it, but I do not use it

Interviewer note: Other car share companies include: GetAround, Scoot – scooter share, etc.

Demographics

Just a few more questions left. These last few questions are for classification purposes only.

23. Is your primary workplace in San Francisco, or outside of San Francisco?

Code	Response
1	In San Francisco
2	Outside of San Francisco
3	Do not work
4	Other (specify): _____
5	Refused

24. What is your home ZIP Code? _____

25. What is your age group?

Code	Response
1	18-25
2	26-35
3	36-45
4	46-55
5	56+
6	Refused

26. What is your race or ethnic identification? Are you . . . (select all that apply)

Code	Response
1	African American
2	Asian
3	Caucasian
4	Hispanic
5	Native American
6	Other (specify) _____
7	Refused

27. Is your annual household income . . . ?

Code	Response
1	\$30K or less
2	\$31K – \$70K
3	\$71K – \$100K
4	over \$100K
5	Refused

Thank you very much for completing the survey! And for validation purposes, may I please have your first name?

Name _____

Comments:

28. Gender (do not read): Male Female

Appendix B: SF-CHAMP Daily Trip Estimates

SF-CHAMP Year 2012-CHAMP 5.0 run for TIMMA TIPS. Trip figures increased for annual

From – To	SF Residents	Rest of Bay Area Residents	All residents
San Francisco to San Francisco	2,666,407	230,417	2,896,825
San Francisco to the Rest of Bay Area	162,953	364,309	527,262
Rest of Bay Area to San Francisco	162,953	364,309	527,262
Rest of Bay Area to the Rest of the Bay Area	80,957	23,366,611	23,447,569
SF total trips	2,992,313	959,035	3,951,348
Total trips	3,073,270	24,325,646	27,398,916
Percent of SF trips	75.7%	24.3%	

population growth estimates from the U.S. Census.